

# The Impact Alumni Department

*April 2018- March 2019*

# Menu of Services

S#	Services	Young Alumni > 15 years	Senior Alumni < 15 years
1	Lifetime Alumni Cards	✓	✓
2	Job portal / Vacancy Announcement	✓	
3	Updates on social media	✓	✓
4	Maintaining prominent Alumni booklet		✓
5	Plant a tree	✓	✓
6	Invite IBA	✓	✓
7	Alumni Reunions and Excellence Awards	✓	✓
8	Alumni Chapters	✓	✓

# Menu of Services

S#	Services	Young Alumni > 15 years	Senior Alumni < 15 years
9	Movie Screenings	✓	✓
10	Mentoring matters		✓
11	Career Counselling		✓
12	Alumni Election	✓	✓
13	Participation in MBA Admission interview		✓
14	Promotional offers	✓	✓
15	Alumni E magazine	✓	✓
16	Campus tours	✓	✓

# Menu of Services

S#	Services	Young Alumni > 15 years	Senior Alumni < 15 years
17	Entrepreneurs Directory	✓	✓
18	Guest speaker sessions		✓
19	Mass SMS facility	✓	✓
20	Buy a brick	✓	✓
21	Buy a unit		✓
22	Alumni Survey	✓	✓
23	Invitation to Important events	✓	✓
24	Interviews of prominent alumni		✓

# Menu of Services

S#	Services	Young Alumni > 15 years	Senior Alumni < 15 years
25	Addressing daily queries	✓	✓
26	Manage and update database	✓	✓
27	Emails Regarding significant alumni activities	✓	✓

# Features

- **Alumni Cards**– Lifetime alumni cards are printed and dispatched on requests to the alumni to serve as a membership card. Around 600 Alumni cards were printed during the year.
- **Alumni Website** – It is used as a means of communication where all the information about the offered services and activities is projected and updated. It also embeds a link to the alumni registration portal
- **Alumni Database**– Currently around 14000 alumni are registered in the database with complete information which is regularly edited through update forms and personal contacts.
  - More than 800 alumni were added to the database.
  - All 4000+ alumni Mobile numbers of alumni residing in Pakistan revised with correct formatting and code.
  - 100 incomplete/wrong email addresses removed from the mailing list after crosschecks

# Features

- **Update Form**– Alumni can enter a few checks and if the entries match our database, their relevant information would appear which can be edited and once submitted can be updated automatically.
  - More than 1000 alumni have updated their data through the form.

# Social Media Handles

- Facebook (closed group) made in 2012: Around 4000 members
- LinkedIn (members only) made in 2012: Around 5000 members
- WhatsApp groups (more than 20) commenced in 2018



# Social Media Engagement

- Around 500 new members added in the Facebook and Linked In Alumni Forum
- 1000+ invited to join the Facebook Alumni Forum
- 500 Alumni invited to join LinkedIn
- Daily correspondence to queries and messages of the Alumni on both Linked In and Facebook

# Alumni Elections

- The election for the alumni representative on the IBA Board of Governors took place during November -December period. Alumni were given the opportunity to nominate their candidates who were later reviewed for eligibility in accordance with the rules and regulations.
- Constant correspondence with Alumni and IT staff to ensure smooth voting process and clear understanding of deadlines
- New Alumni registered to gain voting access

# Publication: Alumni E-magazine

- First issue published after a hiatus of two years, on November 2, 2018
- Second issue published on March 15, 2019, after a complete makeover.
- Second issue of the E-magazine launched in website format in line with international best practices and presently in vogue.
- The magazine website is interactive and provides easy access to various features, news, activities and articles. The site includes integrated social media and email buttons to foster improved communication with the alumni.
- Third issue of the E-magazine published on July 25, 2019.

# Wall of Fame

- Wall of Fame placed in Alumni Students Centre
- Credentials and names were regularly updated and new alumni were added.
- 7 new individuals were added this year to the wall of fame

# Job Portal

- Online Job Portal was launched to explore, connect, and achieve.
- It is conceived and designed in-house by the ICT department in collaboration with the Alumni Department and the Career Development Center.
- It allows the alumni as well as students to explore career opportunities and enables recruiters to choose their potential employees.
- Over 1500 alumni are actively using the job portal
- Operational and functional changes were made to the entire portal to ensure smooth functioning and user friendliness
- The Alumni and Student portal were synced with the Job Portal so that all graduating students can enter the alumni side of the job portal with just one click.

# Alumni Activities

The Alumni were engaged in numerous activities throughout the year. A glimpse of a few are as follows:

# Grand Alumni US reunion

- On March 31, 2019: Hundreds of alumni and their families got together in more than 10 cities across the United States on a Sunday afternoon to rekindle their love for the community and the IBA
- Syed Rehan Zafar, Class of 2001, was the protagonist of this initiative and along with a team of volunteers worked tirelessly for over a month to make this event a huge success.
- Below are the regions where the alumni meetup took place:
  - Greater New York (New York, New Jersey, Connecticut, Philadelphia)
  - Boston
  - Washington DC (Maryland and Virginia)
  - Raleigh-Durham (North Carolina)
  - Chicago
  - Minneapolis
  - Cincinnati (Indianapolis)
  - St. Louis
  - Houston
  - Dallas
  - Phoenix
  - San Francisco Bay Area
  - Seattle, Atlanta and more..

# Alumni Elections in Lahore

- Elections were announced on April 23, 2018 for the posts of the President, Vice President, General Secretary and Treasurer. Nominations were received till May 07 and after the withdrawal of a candidate, all 4 nominees were elected unopposed.
- The IBA Alumni Lahore Chapter elected its office bearers and got together on Tuesday, May 15, 2018 at a local hotel to celebrate the occasion. At the dinner, the new office bearers introduced themselves to the alumni and vowed to take the Chapter to new heights.



# Showcasing Excellence

- IBA held its annual Alumni Reunion 2018 for all batches on Tuesday, April 24, 2019 at the IBA City Campus, Karachi.
- The theme of this year's Reunion was "Celebrating Excellence" where the IBA honored its Alumni.
- Later, the awards were distributed to around 20 prominent alumni.
- The evening concluded with a dinner followed by musical Performances by renowned artists.

# Mentoring Matters Program

- The Mentoring matters program is a collaborative initiative by the Alumni department and the CDC.
- The Alumni department were able to secure 15 prominent alumni to mentor the students due to regular follow-ups and correspondence.

## 35 Students

BS-CS	7
BBA	11
BS-AF	12
BS-EM	1
MBA	4

## 15 Mentors

# Class of 1993 celebrate Silver Jubilee Reunion at IBA

- The MBA class of 1993 celebrated their Silver Jubilee reunion at the IBA Main Campus on December 29, 2018, organized with the efforts of one of their classmate, Mr. Farooq Shaikh.
- 15 members from the batch registered for this reunion and gathered from different parts of the world, some meeting each other after 25 years of their graduation.

# Partnering for the Personal Effectiveness course

- On March 26, 2019, the Alumni Affairs and CDC department hosted a Corporate Connect Series session as part of the Personal Effectiveness (PE) course in collaboration with Visiting Faculty, Ms. Nadia Sayeed at the IBA Karachi main campus.
- The session was conducted by Managing Director - MenaPakT & Asia at Yum! Brands, Mr. Sabir Sami, who delivered a talk on 'Global trends in marketing strategy and consumer preference'
- He concluded the session by advising students to master mindset, power of people and time management to be a successful leader.
- Mr. Sami is an IBA alumnus from the class of 1988 with majors in Marketing and his areas of expertise are strategy development, organizational change management and people development.

# Interview Panels for MBA Admissions

- Alumni have also been part of the IBA Admission Interviews Panel for the incoming classes to help select the best talent in the Country
- IBA Karachi recently conducted the MBA Admissions Interviews for the students' intake for Fall 2018 from May 14 to May 18, 2018 and alumni with more than 10 years of work experience were invited to be a part of this important interview process.
- Around 60 Alumni registered to participate in the interview panel, even at a relatively short notice.
- CEOs of various renowned companies and other seasoned professionals took out time to conduct interviews and were satisfied with the quality of candidates inducted for the MBA program.

# Upcoming Initiatives 2019-2020

- Online Transcript and Degree Portal
- Embedding of LinkedIn API in alumni database
- Class coordinators
- Revamping of Alumni website
- Entrepreneurship directory
- Mobile App for alumni website
- Crowd funding to be introduced for targeted donation opportunities.

Thank you